

MARLBORO COOKHOUSE EVENT

Layout

- 60' x 60' location
- Cookhouse: 48' long x 7'1/2" high x 7'1/2" wide
- Hospitality/Tasting Unit: 24' x 32'
- Marlboro exhibit area will include:
 - * Cookhouse
 - * Hospitality / Tasting Unit
 - * At least two name generation kiosks (not to be handled by executional agency)

Cookhouse

- Top section of unit will lift 4' vertically via hydraulics, and will have the appearance of a grill cover, complete with wood handle
- Interior of unit will be divided lengthwise between a 42" wide walkway and a 42" high counter and appliance bank
- Kitchen equipment will include:
 - * Stainless steel 4 compartment sink for hand and dish washing, with attachment for general cleaning hose
 - * 60 cu. ft. stainless refrigeration unit with drain
 - * Four commercial propane burners
 - * Two commercial propane grill units
 - * Two double full-pan steam tables
- Demonstration table area with:
 - * Small, two compartment sink
 - * Small refrigerator
 - * Small convection oven
 - * Modular cook-top system capable of grilling and heating
 - * Overhead mirror designed to reflect preparation surface to exterior crowds
- 40 KW Kohler diesel generator set to power all on board systems
 - * Includes :
 - Distribution panel
 - Shore power capability (including disconnect and 200 ft. feeder lines)
- 200 gallon pressurized water system with external supply and drain connections
- Instantaneous hot water
- 220 gallon waste water containment system to capture sink, refrigeration, and overall interior trailer cleaning water run-off
- Interior and exterior lighting

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- Public address system on board with:
 - * three wireless microphones
 - * 6 disc CD Changer
 - * four speakers
 - * 450 watt per channel amplifier

Hospitality / Tasting Area

The tasting area is a raised 24' x 32' mobile stage to be supplied by Marlboro. Our vendor will be responsible for its transportation, set up, and break down. During the run of the fair, this unit will contain 42" high long tables for consumers to stand at while they are tasting the food from the cookbook. The unit capacity is 88 people.

The executive agency will need to arrange for the following in all nine markets:

- Rental, set up, and break down of tables, chairs, utensils, linens, centerpieces for 100 people at each Premier Night
- Cleaning and maintaining area during fair hours and Premier Night

Celebrity Chef Demonstrations

- Assume one 15 minute demonstration every hour for fair hours
- Assume one 30 minute demonstration for each Premier Night

Samples

- 1,000 per day
- Each sample includes one main dish (4 ounces) and two side dishes (three ounces each)

Staffing

- At least two full time traveling Tour Managers/Coordinators

Premier Night

- One seating (of 100 people) instead of two seatings (120 people)

* Please see attached for instructions that relate specifically to your bid response.

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